



Area ID: 0
Demographic

Name:

City of Greenville
Demographics

Population 2008:

Population	56,224
Persons in Group Quarters	4,493

Population 2013:

Population	57,953
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Households (2008):

Households	25,191
Family Households	11,982
Average Household Size	2.05

Households (2013):

Households	26,333
Family Households	11,923
Average Household Size	2.03

Race (2008):

White	33,696
Black	19,359
American Indian, Eskimo, Aleut	95
Asian or Pacific Islander	1,025
Other	1,261
Two or More Races	788
Hispanic Origin	2,877

Race (2013):

White	34,023
Black	19,930
American Indian, Eskimo, Aleut	108
Asian or Pacific Islander	1,261
Other	1,686
Two or More Races	945
Hispanic Origin	3,688

Gender (2008):

Population Male	26,957
Population Female	29,267

Gender (2013):

Population Male	27,898
Population Female	30,055

Housing Units (2008):

Owner-occupied	11,456
Renter-occupied	13,736

Housing Units (2013):

Owner-occupied	11,671
Renter-occupied	14,662

Income (2008):

Median Household Income	\$40,594
Median Family Income	\$54,447
Median Disposable Income	\$33,509
Average Household Income	\$61,838
Average Family Income	\$81,532
Per Capita Income	\$28,541

Population by Employment (2008):

Total Businesses	6,060
Total Employees	90,712



Comprehensive Profile

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Income (2013):

Median Household Income	\$46,761
Median Family Income	\$63,266
Average Household Income	\$68,157
Average Family Income	\$91,548
Per Capita Income	\$31,880

Net Worth (2008):

Median Net Worth	\$33,508
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Households by Net Worth (2008):

< \$15,000	10,052
\$15,000-\$34,999	2,669
\$35,000-\$49,999	1,246
\$50,000-\$74,999	1,201
\$75,000-\$99,999	1,074
\$100,000-\$149,999	1,402
\$150,000-\$249,999	1,710
\$250,000-499,999	2,140
\$500,000 +	1,645

Households by Disposable Income (2008):

< \$15,000	5,492
\$15,000-\$24,999	3,870
\$25,000-\$34,999	3,654
\$35,000-\$49,999	3,993
\$50,000-\$74,999	4,553
\$75,000-\$99,999	1,396
\$100,000-\$149,999	1,254
\$150,000-\$199,999	445
\$200,000+	534

Households with Household Income (2008):

< \$10,000	3,216
\$10,000-\$14,999	1,393
\$15,000-\$19,999	1,660
\$20,000-\$24,999	1,400
\$25,000-\$29,999	1,446
\$30,000-\$34,999	1,705
\$35,000-\$39,999	1,586
\$40,000-\$44,999	1,442
\$45,000-\$49,999	1,092
\$50,000-\$59,999	1,849
\$60,000-\$74,999	2,245
\$75,000-\$99,999	2,683
\$100,000-\$124,999	1,010
\$125,000-\$149,999	777
\$150,000-\$199,999	667
\$200,000-\$249,999	409
\$250,000-\$499,999	477
>\$500,000+	135

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< \$10,000	3,137
\$10,000-\$14,999	1,302
\$15,000-\$19,999	1,327
\$20,000-\$24,999	1,416
\$25,000-\$29,999	1,244
\$30,000-\$34,999	1,463
\$35,000-\$39,999	1,443
\$40,000-\$44,999	1,294
\$45,000-\$49,999	1,433
\$50,000-\$59,999	2,068
\$60,000-\$74,999	3,092
\$75,500-\$99,999	3,165
\$100,000-\$124,999	1,428
\$125,000-\$149,999	636
\$150,000-\$199,999	677
\$200,000-\$249,999	386
\$250,000-\$499,999	584
>\$500,000+	238

Families with Household Income (2008):

< \$10,000	979
\$10,000-\$14,999	379
\$15,000-\$19,999	522
\$20,000-\$24,999	535
\$25,000-\$29,999	626
\$30,000-\$34,999	624
\$35,000-\$39,999	719
\$40,000-\$44,999	576
\$45,000-\$49,999	553
\$50,000-\$59,999	979
\$60,000-\$74,999	1,216
\$75,000-\$99,999	1,667
\$100,000-\$124,999	585
\$150,000-\$199,999	791
\$125,000-\$149,999	416
\$200,000-\$249,999	316
\$250,000-\$499,999	375
>\$500,000+	123

Families with Household Income (2013):

< \$10,000	932
\$10,000-\$14,999	323
\$15,000-\$19,999	399
\$20,000-\$24,999	451
\$25,000-\$29,999	469
\$30,000-\$34,999	529
\$35,000-\$39,999	535
\$40,000-\$44,999	659
\$45,000-\$49,999	395
\$50,000-\$59,999	962
\$60,000-\$74,999	1,198
\$75,500-\$99,999	1,877
\$100,000-\$124,999	1,022
\$125,000-\$149,999	700
\$150,000-\$199,999	720
\$200,000-\$249,999	243
\$250,000-\$499,999	368
>\$500,000+	142

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Demographics**Population by Age (2008):**

0-4	3,069
5-9	2,833
10-14	2,909
15-19	4,305
20-24	5,650
25-29	4,427
30-34	3,923
35-39	3,960
40-44	3,773
45-49	3,905
50-54	3,712
55-59	3,415
60-64	2,534
65-69	1,938
70-74	1,544
75-79	1,469
80-84	1,335
85+	1,522
Median Age	36.3

Population by Age (2013):

0-4	3,237
5-9	2,830
10-14	2,769
15-19	4,124
20-24	6,321
25-29	5,022
30-34	3,512
35-39	3,446
40-44	3,874
45-49	3,927
50-54	3,761
55-59	3,779
60-64	3,125
65-69	2,296
70-74	1,659
75-79	1,386
80-84	1,219
85+	1,667
Median Age	36.7

Population Age - Males (2008):

0-4	1,588
5-9	1,459
10-14	1,488
15-19	2,068
20-24	2,766
25-29	2,329
30-34	2,049
35-39	2,030
40-44	1,947
45-49	1,898
50-54	1,764
55-59	1,608
60-64	1,127
65-69	838
70-74	619
75-79	537
80-84	426
85+	416



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Population Age - Males (2013):

0-4	1,673
5-9	1,464
10-14	1,436
15-19	1,992
20-24	3,058
25-29	2,634
30-34	1,883
35-39	1,767
40-44	1,981
45-49	1,941
50-54	1,782
55-59	1,785
60-64	1,417
65-69	999
70-74	681
75-79	533
80-84	402
85+	471

Population Age - Females (2008):

0-4	1,481
5-9	1,374
10-14	1,421
15-19	2,237
20-24	2,884
25-29	2,098
30-34	1,874
35-39	1,930
40-44	1,826
45-49	2,007
50-54	1,948
55-59	1,807
60-64	1,407
65-69	1,100
70-74	925
75-79	932
80-84	909
85+	1,106

Population Age - Females (2013):

0-4	1,564
5-9	1,366
10-14	1,333
15-19	2,132
20-24	3,263
25-29	2,388
30-34	1,629
35-39	1,679
40-44	1,893
45-49	1,986
50-54	1,979
55-59	1,994
60-64	1,708
65-69	1,297
70-74	978
75-79	853
80-84	817
85+	1,196



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Consumer Expenditure (2008)

Retail Summary:

Retail Goods: Total 556,128,839

Apparel:

Apparel & Services: Total 49,174,975
Men's Apparel: Total 9,163,470
Women's Apparel: Total 16,508,395
Children's Apparel: Total 8,295,522
Infant Apparel (Under 2 Years): Total 2,296,770
Footwear: Total 7,352,842
Watches & Jewelry: Total 4,689,599
Apparel Products & Services: Total 3,165,147

Household Goods:

Computers & Hardware for Home Use: Total 4,582,147
Software & Accessories for Home Use: Total 626,430

Entertainment/Recreation:

Entertainment/Recreation: Total 77,613,077
Fees & Admissions: Total 13,012,076
Membership Fees: Total 3,544,013
Fees for Participant Sports excluding Trips: Total 2,426,905
Admission to Movies/Theater/Opera/Ballet: Total 3,269,686
Admission to Sporting Events excluding Trips: Total 1,278,646
Fees for Recreational Lessons: Total 2,481,008
TV/Video/Sound Equipment: Total 31,435,268
Community Antenna or Cable TV: Total 16,286,044
Televisions: Total 6,430,340
VCRs/Video Cameras & DVD Players: Total 708,648
Video Cassettes & DVDs: Total 1,449,256
Video Game Hardware & Software: Total 777,377
Satellite Dishes: Total 20,927
Rental of Video Cassettes & DVDs: Total 1,140,042
Sound Equipment: Total 4,468,709
Rental/Repair of TV/VCR/Sound Equipment: Total 136,011
Pets: Total 9,422,708
Toys & Games: Total 3,215,404
Recreational Vehicles & Fees: Total 7,800,016
Sports/Rec/Exercise Equipment: Total 3,983,933
Photo Equipment/Supplies: Total 2,612,051
Film Processing: Total 616,888
Reading: Total 6,131,620

Food:

Food: Total 179,683,670
Food at Home: Total 105,236,538
Food at Home - Bakery & Cereal Products: Total 14,505,725
Food at Home - Meat/Poultry/Fish/Eggs: Total 26,336,043
Food at Home - Dairy Products: Total 11,893,823
Food at Home - Fruit & Vegetables: Total 17,908,655
Food at Home - Snacks/Other Food: Total 34,592,292
Food at Home - Nonalcoholic Beverages: Total 9,517,701
Food Away from Home: Total 74,447,132
Food Away from Home - Meals at Restaurants: Total 68,501,142
Alcoholic Beverages: Total 13,444,652

Financial:

Investments: Total 21,392,715
Vehicle Loans: Total 122,591,396

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Demographics**Health Care:**

Health Care: Total	86,791,664
Health Insurance: Total	43,372,057
Nonprescription Drugs: Total	2,434,506
Prescription Drugs: Total	12,401,716
Eyeglasses & Contact Lenses: Total	1,580,951

Housing:

Shelter: Total	333,779,502
Mortgage Payment & Basics: Total	177,088,203
Maintenance & Remodeling Services: Total	39,369,529
Maintenance & Remodeling Materials: Total	7,331,767
Owned Dwellings - Paint/Wallpaper/Supplies: Total	435,081
Rented Dwellings - Paint/Wallpaper & Supplies: Total	38,700
Home Improvement Services: Total	40,126,705
Home Improvement Materials: Total	7,589,872
Utilities/Fuel/Public Services: Total	98,954,018
Telephone Services: Total	33,672,297
Insurance - Owners & Renters: Total	9,873,638

Household Goods:

Household Furnishings & Equipment: Total	45,442,472
Household Textiles: Total	2,963,802
Furniture: Total	14,065,186
Floor Coverings: Total	1,927,261
Major Appliances: Total	5,975,519
Housewares: Total	1,921,079
Small Appliances: Total	732,846
Other HH Items - Luggage: Total	219,496
Other HH Items - Telephones & Accessories: Total	768,861

Household Services:

Computer Information Services: Total	4,716,280
Child Care: Total	8,889,794
Lawn & Garden: Total	8,514,841
Moving/Storage/Freight Express: Total	1,172,063
Housekeeping Supplies: Total	16,302,865
Housekeeping Services: Total	2,808,444

Personal Care:

Personal Care Products: Total	9,454,133
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Education:

Education: Total	30,352,748
School Books & Supplies: Total	2,780,974

Miscellaneous Expenses:

Smoking Products: Total	10,335,971
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	11,810,314
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Transportation (Local):

Vehicle Insurance: Total	30,109,248
Transportation-Vehicle Purchases (Net Outlay): Total	107,309,832
Transportation - Gasoline & Motor Oil: Total	53,487,221
Vehicle Maintenance & Repairs: Total	21,083,951

Travel:

Travel: Total	38,763,797
Airline Fares: Total	8,698,653
Travel - Lodging on Trips: Total	8,622,737
Auto/Truck/Van Rental on Trips: Total	805,576
Travel - Food & Drink on Trips: Total	9,679,321



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Tapestry Segmentation System (2008):**L1: High Society**

01. Top Rung	0
02. Suburban Splendor	0
03. Connoisseurs	0
04. Boomburbs	0
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	0
07. Exurbanites	0

L2: Upscale Avenues

09. Urban Chic	0
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	0
16. Enterprising Professionals	0
17. Green Acres	0
18. Cozy and Comfortable	0

L3: Metropolis

20. City Lights	0
22. Metropolitans	0
45. City Strivers	0
51. Metro City Edge	0
54. Urban Rows	0
62. Modest Income Homes	0

L4: Solo Acts

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	0
39. Young and Restless	0

L5: Senior Styles

14. Prosperous Empty Nesters	0
15. Silver and Gold	0
29. Rustbelt Retirees	0
30. Retirement Communities	0
43. The Elders	0
49. Senior Sun Seekers	0
50. Heartland Communities	0
57. Simple Living	0
65. Social Security Set	0

L6: Scholars & Patriots

40. Military Proximity	0
55. College Towns	0
63. Dorms to Diplomas	0

L7: High Hopes

28. Aspiring Young Families	0
48. Great Expectations	0



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L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	0
44. Urban Melting Pot	0
47. Las Casas	0
52. Inner City Tenants	0
58. NeWest Residents	0
60. City Dimensions	0
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	0
19. Milk and Cookies	0
21. Urban Villages	0
59. Southwestern Families	0
64. City Commons	0

L10: Traditional Living

24. Main Street USA	0
32. Rustbelt Traditions	0
33. Midlife Junction	0
34. Family Foundations	0

L11: Factories & Farms

25. Salt of the Earth	0
37. Prairie Living	0
42. Southern Satellites	0
53. Home Town	0
56. Rural Bypasses	0

L12: American Quilt

26. Midland Crowd	0
31. Rural Resort Dwellers	0
41. Crossroads	0
46. Rooted Rural	0